

CHAPTER 1

INTRODUCTION

People love to travel, that is why tourism is growing fast year by year. People need tourism places to refresh their mind. They usually go to places such as beach, mountain, historical places, etc. People who travel for business, science or learning the culture of a place but mostly people need to travel to refresh their mind from their daily activities. Nowadays, there are a lot of spots in every place because every place has its own uniqueness and charisma that make tourist willing to visit that place.

Indonesia is one of tourist attraction that is mostly visited by the tourist from other countries. According to touropia website Indonesia is a huge country, in both population and land area, with significant cultural and geological diversity with 18,110 islands, 6,000 of them inhabited, it is the largest archipelago in the world. The population of around 240 million people is derived from 300 ethnic groups who speak over 250 different languages. Tourism in Indonesia is important because it makes Indonesian economy increase and build a good image for Indonesia. There are a lot of tourism in Indonesia for example Leisure Tourism, Cultural Tourism, Eco Tourism, Sport Tourism, Religious Tourism and more.

Every province in Indonesia has its own characteristic. As we can see Sumatera with their traditional culture, East Indonesia with the diving spot, Bali with

beaches and culture. Other tourist attractions in Indonesia are like Lake Toba in Island of Sumatra, Bunaken in North Sulawesi, Torajaland in South Sulawesi, Gili Islands in Lombok, and many. There are many tourist places in Indonesia, therefore a lot of tourists are interested to visit this country to experience. A lot of tourists admire the beauty of Indonesian places which have their own culture.

East Java is one of provinces in Indonesia. It's the capital city is Surabaya. According to wikipedia, website East Java is located on the eastern part of the Java Island and includes the neighbouring islands of Madura, and the Kangean, Sapudi, Bawean, and Masalembu groups. The dominant cultures are Javanese and, in the north-east, Madurese, as opposed to the Sundanese of western Java. It covers an area of 47,800 km², and the population is 38,529,48.

There are several tourist attraction in East Java. Madura is one of the most popular tourist attractions because it has a unique culture. One of the most popular culture is called Kerapan Sapi. This festival can not be found in other places in Indonesia even in the world. According to (Wahyudi, h. 2014) Karapan Sapi is a race for a couple of bulls ridden by jockey called "tukang tongko". The rider stand on what so-called "kaleles", which then drawn by the bulls. The jockey stands to control the bulls at high speed along the 100 meters of race track for ten seconds to one minute. This festival is held at the end of September or October in Pamekasan and compete for President's Cup.

Tourism in East Java is regulated by Dinas Kebudayaan dan Pariwisata Jawa Timur. It is one of the cultural institution and tourism provided by the government. The purpose of this tasks is maintaining the public services and tourism objects in East Java. East Java Government Culture and Tourism service also gives an impact for tourism objects in East Java, because they are exploring the destination of tourism in there.

The writer chooses Dinas Kebudayaan dan Pariwisata Jawa Timur as her internship place because the writer is interested in the cultural and the tourism object in East Java Province. The writer will know how to give a good services dealing with the cultural and the tourism of East Java and the writer can explore more her skill especially in English speaking during the internship because the writer will communicate with the foreign visitors.

The writer would like to explain more details about her experiences during the internship as a marketing staff East Java Government Culture and Service in Chapter II and III.